IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Group Art Unit: 2423

Steven Weinstein et al.

Examiner: Stokely-Collins, J.

Serial No.: 10/625.752

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Filed: July 23, 2003

For: COMBINING TELEVISION BROADCAST AND

PERSONALIZED/INTERACTIVE INFORMATION

Attorney Docket No.: 007412.00212 (Amended)

AMENDMENT

Mail Stop Amendment Commissioner for Patents U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450

Sir

In response to the non-final Office Action mailed August 4, 2009, please amend the above-identified application as follows and reconsider the rejections therein.

Amendments to the Claims are reflected in a Listing of Claims, which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.

Please charge any fees due, or credit any overpayments made, to Deposit Account No. 19-0733, accordingly. Any necessary extensions of time are hereby requested.